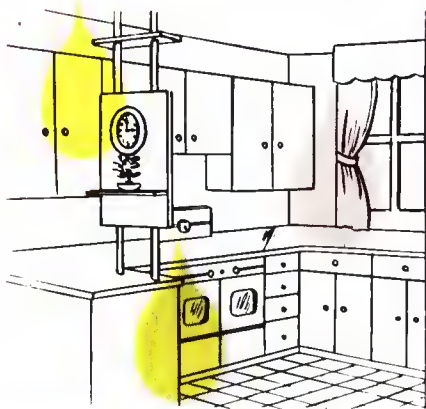


# **FIRE RESISTANT** Vinyl Kote

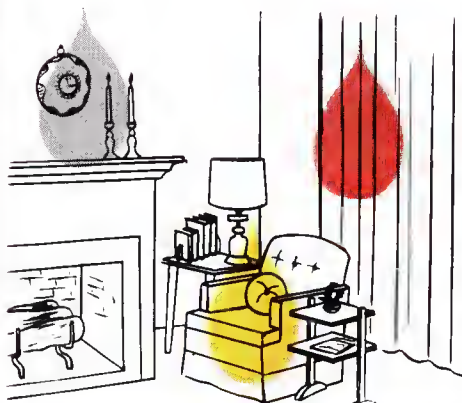
**VINYL LATEX  
FLAT FINISH**

EXCELLENT FOR INTERIOR USE ON WALLS, WOOD, CEILINGS, OVER  
WALLPAPER, PLASTER, CONCRETE, STUCCO, BRICK & WALLBOARD

IN YOUR KITCHEN



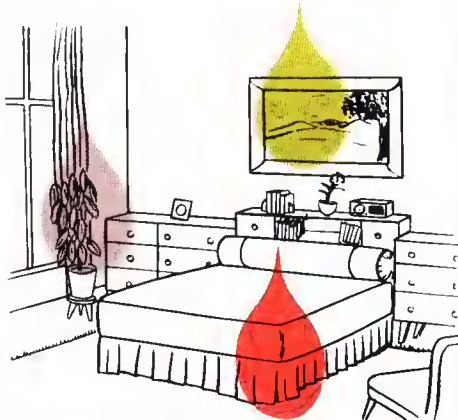
IN YOUR LIVING ROOM



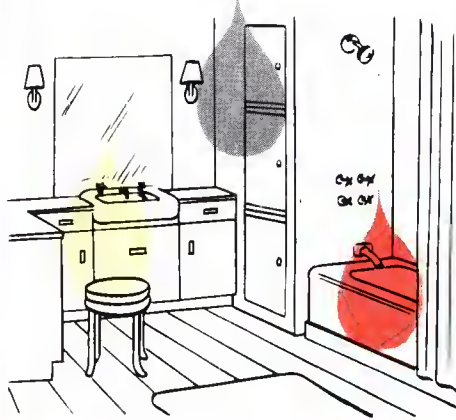
IN YOUR DINING ROOM



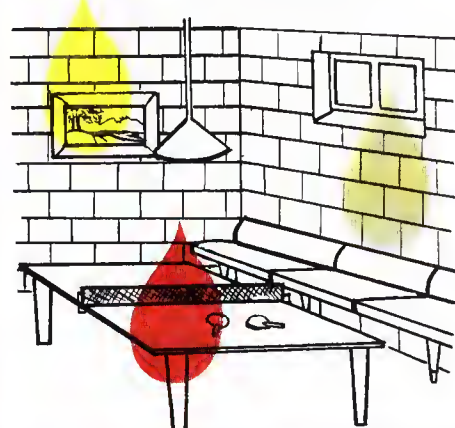
IN YOUR BEDROOM



IN YOUR BATHROOM



IN YOUR BASEMENT OR  
RUMPUS ROOM



HIGHLY SCRUBBABLE

ODORLESS

FADE RESISTANT

60 MIN. DRY

ALKALI PROOF

CHIP RESISTANT

CLEAN BRUSH OR ROLLER WITH WATER

PAINT & LIVE IN YOUR ROOM THE SAME DAY



701—WILLOW GREEN



702—SOFT YELLOW



703—HONEY BEIGE



704—ANTIQUE WHITE



705—TRUE TURQUOISE



706—PETAL PINK

THE ABOVE COLORS ARE READY MIXED AND ARE ALSO AVAILABLE

CUSTOM COLORS BELOW ARE SLIGHTLY HIGHER IN PIGMENTATION



GREEN SPRAY  
V701-55



SUNTONE YELLOW  
V702-50




HALLMARK BEIGE  
V703-61



BONE WHITE  
V704-61



AQUA MIST  
V705-59



SUN WHITE  
V706-58



SATIN GRAY  
V701-52



SHARON PINK  
V702-51



GARDEN ROSE  
V703-51



PALE AQUA  
V704-55



PASCAL GREEN  
V705-54



GRAY HAZE  
V706-53



PALMETTO GREEN  
V701-54



SUNLIGHT YELLOW  
V702-56



SUNRAY TAN  
V703-62



ECHO GRAY  
V704-53



TROPICAL TURQUOISE  
V705-55



PINK MAID  
V706-62

CHAMPAGNE  
VW63

RAINBOW BLUE  
VW59

JEWEL GREEN  
VW54

PINK BREATH  
VW52

CREAM IVORY  
VW50

BURNISHED WHITE  
VW61

**VINYL LATEX**

THESE COLORS MATCHED OUR STANDARDS WHEN MADE - MAY VARY DUE TO LIGHT, SURFACE, SHEEN OR AGE

707—PLATINUM GRAY      708—TAN GLOW      709—PINEFROST GREEN      710—SILVER GRAY      711—PASTEL SANDALWOOD      712—BLUE MIST

**ABLE IN ALKYD SEMI GLOSS AND ALKYD GLOSS ENAMELS.**

**E AND ARE ONLY AVAILABLE IN VINYL FLAT FINISH.**



DRESDEN BLUE  
V707-59



INDIA IVORY  
V708-50



ICE GREEN  
V709-58



NEUTRAL GREEN  
V710-56



BURNISHED GOLD  
V711-56



MAUVE ROSE  
V712-51



IRIS GRAY  
V707-52



PEACH SKIN  
V708-52



TAN GRAY  
V709-51



BLUE ICE  
V710-58



SATINWOOD  
V711-62



CANDLE GREEN  
V712-54



GRAY STOCK  
V707-63



ESQUIRE TAN  
V708-56



GULF GREEN  
V709-52



PALE ROSE  
V710-52



SAND TAN  
V711-61



BLUE LAGOON  
V712-59



TURQUOISE GREEN  
VW55



POWDER BLUE  
VW58



PEACH GLO  
VW62



DUSK GRAY  
VW53



SUNKIST YELLOW  
VW56



PINK HAZE  
VW51

**FLAT FINISH**



## SOMETHING ABOUT THE PAINT

**VINYL FLAT FINISH** is a self priming paint blended from the finest synthetic vinyl resins available. It's velvet finish is highly scrubbable, grease proof, fume proof, alkali proof and fire resistant. Specifically formulated for interior use on walls, ceilings, woodwork, over plaster, wall-board and all masonry surfaces. Easy to apply with brush, spray gun or roller. It is truly the miracle paint of modern plastic chemistry. Available in many beautiful colors and non-yellowing white.

**VINYL HOUSE PAINT** is a tough non-yellowing synthetic finish designed for severe exterior use. It has been formulated to provide a durable surface which is oil proof, alkali proof and resists cracking, peeling, blistering and acid action. This paint is impervious to driving rains, the hottest sunshine, mildew, snow, ice, salt water spray, smog, dust and chemical fumes. May be applied with brush, spray gun or roller and even over damp surfaces. Available in many popular exterior housepaint colors and non-yellowing white.

**VINYL PRIMER SEALER & ENAMEL UNDER-COATER** is a 100% vinyl resin undercoater that dries in one half hour and is ready to recoat in 2 hours. It has excellent sealing qualities which provides a uniform foundation for adhesion and hold out of the finish coat. Excellent results are achieved for all oil or water based paints. Excellent for use over walls, woodwork and masonry using brush, spray gun or roller.

**ALKYD SEMI GLOSS ENAMEL** provides a highly scrubbable, extremely durable, low lustre finish. Being a pure alkyd it will give excellent coverage and years of protection on all interior walls, woodwork and cabinets in kitchens, bathrooms and laundries. Easily applied with brush, roller or spray. Hundreds of decorator colors and white are available. All colors matched to flats.

**ALKYD GLOSS ENAMEL** is a high quality pure alkyd resin enamel designed for interior use on all walls, woodwork and cabinets in kitchens, bathrooms and laundries. It provides a beautiful high gloss surface that is extremely washable. Easy to apply with brush, roller or spray. Available in hundreds of decorator colors, white and black. All colors matched to flats.

**SUPER WHITE ALKYD PORCEL ENAMEL** is formulated from the finest pure alkyd resins to provide an extremely high gloss, non-yellowing porcelain like finish. Its super whiteness makes it excellent for use on all appliances, interior wood and metal trim, doors and play equipment. Especially recommended for kitchen, porch and lawn furniture, hospitals, bakeries, nurseries, etc. Because it is non-toxic it is wonderful for all baby furniture and toys.

**MARINE SPAR VARNISH** is a clear, extra pale, high gloss coating that offers protection for all surfaces. Its tough, highly resilient film is resistant to extreme weather conditions. For all marine use and on all interior and exterior work. Excellent over metal surfaces to prevent tarnish and rust.



## HINTS ON INTERIOR DECORATION

Your own taste should be your guide in choosing colors. One person's color preference may be another person's color peeve. Choose the colors you like and they will always be right for you.

### TO MAKE ROOMS GAY

It is wise to remember when painting your rooms that colors like reds, pinks, yellows (except those with green tones) and oranges will make your rooms appear gay and warm.

### TO MAKE ROOMS SUBDUED AND RESTFUL

Colors such as blues, greens, blue grays, green grays and greenish yellows will give your room a quiet subdued feeling.

### TO MAKE ROOMS APPEAR COOL OR WARM

Rooms which get plenty of heat and sunlight should be painted with blues, greens, blue grays, green grays and greenish yellows to achieve a cool effect whereas on the other hand rooms which get very little sunlight should be decorated with warm colors such as reds, pinks, browns, buffs, yellows (except those with green tones) and oranges to make them seem warm.

### TO MAKE ROOMS APPEAR SMALLER OR LARGER

Dark colors and warm colors make a room appear smaller. Pastel tones and cool colors tend to recede and therefore will make a room appear larger. For example a long narrow room can be made to appear square by painting the narrow wall with a warm color and the longer walls with a cool color.

### TO ACHIEVE COLOR BALANCE

If the principal color effect of your room is cool, the secondary color should be warm and vice versa. Warm and cool colors used this way tend to achieve color balance.

### COLOR ACCENTS

An accent color is one that is used throughout a room whether it be one wall, a bookcase, table, chair, lamp shade or knick-knacks. The purpose for using a color accent is to blend room decorations together when an assortment of colors in furniture, rugs and walls tend to clash. Dark accents should not be used over large areas as they will overpower your decorating motif. Light accents because they are subtle may be used in wide areas without taking away from their elegant surroundings.

## BEFORE YOU PAINT . . .

1. Always read directions on the paint label before proceeding with your paint job. They are put there to help make your job easier and to assure you of highly satisfactory results.
2. Remove as much furniture from your room as possible. Use paper drop cloths to cover immovable furniture as these cloths are very reasonable and may be used over and over again.
3. In washing down walls, preparatory to painting, always start at the bottom and work up toward the ceiling.
4. Make sure all cracks and nail holes are properly filled, sanded and primed. Make sure all joints around windows and doors and the top of baseboards have been properly caulked. In homes without basements it is wise to also caulk between baseboards and floors.
5. Remove all electric socket plates, handles and hardware from walls, doors and closets.
6. Make sure that all foreign matter and loose dirt are completely removed from the applicator part of your paint roller and from the heel and bristle of your paint brush.
7. Always stir your paint thoroughly with a wide paddle before and during use.
8. When applying flat or enamel to woodwork always work with brush along the grain.
9. Paint ceilings first so that splatters can be wiped off the walls before painting them.



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Paint Division **SEAL RITE CAULKING CO., INC.**

HIGHLAND PARK, MICH. — 369 Midland Ave. • BROOKLYN, N. Y. — 119 No. 11th St. • LOS ANGELES, CAL. — 6001 So. Gramercy Pl.

"FIRE RESISTANT PAINT" means that these finishes will resist fire and immediate fire and flame but cannot be considered, in the general terms, as fireproof.

# Seal Rite

## HOME DECORATOR PAINTING HANDBOOK

### SOMETHING ABOUT THE PAINT

#### VINYL F

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### HINTS ON INTERIOR DECORATION

Your own taste should be your guide in choosing colors. One color peeve. it for you.

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